



NEWSLETTER

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ABOUT

The **European Neighbourhood Programme for Agriculture and Rural Development (ENPARD)** is a policy initiative, which recognizes the importance of agriculture in terms of food security, sustainable production and rural employment.

The duration of the programme is five years (January 2012 – January 2016). It focuses on: setting up information and consultation centres for farmers in rural districts, helping the government for the adoption of laws promoting the cooperation amongst farmers and providing rural development grants to support farmers in gaining economies of scale.

The programme aims at enhancing technical assistance that will strengthen the capacity of the Ministry of Agriculture to carry out the reforms foreseen in the Agriculture Strategy Georgia, for the period 2014-2020, the Georgian government adopted in May 2012.

ENPARD for Georgia is worth of 52 Million Euros. The Budget is divided as follows:

- **€ 24 million for Budget Support.** The Budget Support is provided only if the government meets the conditions European Commission and the Georgian government negotiated. These conditions include:

1. Improvement of policies and adoption of laws enhancing the competitiveness of farmers and rural entrepreneurs;
 2. Organization of the extension system for the agriculture sector, based on district level consultation & information centres. The aim of the extension system is to improve farmers' knowledge of best agricultural practices, new technologies, and demand/supply existing on national and international markets.
 3. Modernisation of the Ministry of Agriculture that will improve its performance and will positively affect the economic growth of agriculture;
- **€ 15 million** in grants that have been awarded to four consortia: Oxfam Great Britain, Care Austria, People in Need and Mercy Corps Scotland. This consortia bring together 16 Georgian and international organisations, including agriculture associations and academic institutions. The projects will assist the establishment of



more than **160 agriculture cooperatives**, which will benefit of technical assistance to develop new capacities. The grants will also generate direct investments covering 45 districts in Georgia.

- **€ 3 million as Contribution Agreements-** the region of Adjara will benefit of a joint programme co-financed with UNDP. UNDP will support this component with € 300.000. This joint programme will:

1. Increase and improve essential services to small farmers,
2. Support the establishment and development of business oriented small farmers groups, associations and other forms of profit-based collaborative actions between farmers,
3. Intensive studies and research of the problems and the needs of agriculture in Adjara with the goal to work out and implement a new model of the Adjara regional Ministry of Agriculture adapted to the new needs in the sector, ensuring in its turn attractive environment for private investments.

- **€ 2 million as Contribution Agreement** – for the partnership between the Ministry of Agriculture, the Food and Agriculture Organisation of the United Nations (FAO) that will improve the competitiveness of the agriculture sector in Georgia. FAO and the Georgian government will also work on how to build effective policies that will make agriculture one of the leading sectors of the Georgian economy.

- **€ 2 million for Technical Assistance.** While carrying out such ambitious and comprehensive

programme, civil servants directly involved in the reforms, and departments of the ministry of agriculture, and related agencies, will need to develop new skills and learn new procedures that will help reforms to become rapidly effective.

Given that 95% of Georgian farmers are "small farmers", typically cultivating around 1 hectare of land and owning an average of 2 cows, promoting their cooperation to achieve economies of scale is one of the cornerstones of the ENPARD. The cooperatives will be engaged in joint activities such as common storages, transport, processing of fruits and vegetables, marketing and sale of



agriculture products. ENPARD will also improve the performance of the institutions engaged in agriculture, develop advisory services for the small farmers in all the regions and in the result boost both levels and quality of the Georgian food production.

NEWS



In its first months of life, ENPARD Georgia has already started producing significant results. The consortia recipients of the four grants have been engaged in various activities encompassing: door-to-door surveys

among farmers and meetings with the municipalities and farmers living in 45 regions of the country where the consortia members launch their activities.

Such meetings were useful for all of them in order to familiarise with the ENPARD's mechanisms, and to understand the benefits the programme brings to them as community and as farmers. Cooperation is being established between the regional educational institutions with the aim to involve both professors and students of agricultural faculties into the ENPARD activities. In Kutaisi, The People in Need, a member of consortia, has already developed an internship program for students who have been involved in the ENPARD surveys of farmers, data collecting and analyzing of the local farming. Engagement of young agro-specialists into the day to day life of farmers will be beneficial for both – the students and the farmers, hence experienced, well trained and

well informed specialists in the field are in scarcity. It is also part of the ENPARD strategy to bring academic thinking and knowledge into the work of small farmers and help them adopt modern technologies and become more efficient.

ENPARD, through its Communication Unit (ECU), managed to establish a very effective network with and among the consortia members. This partnership proved to be very important for the divulgation of information about a programme that is touching at the daily life of millions of people in the country. Inform and involve people in the development of the programme is vital and key to the success of the programme itself.

As a result of these activities, for the first time in many years a detailed analysis of the agricultural problems and needs was drawn based on vast surveys.

OUR PARTNERS EVENTS



MARCH

- All the stakeholders started informational meetings with the local authorities and farmers in the regions interested by the programme. This activity encompasses both the western and eastern Georgia, majority of the existing there regional counties.
- The signature of the ENPARD grants took place in Saguramo, at the women's cooperative, novelty in the EU projects field of PR, which was widely covered by the media, including live coverage of the event by the national TV channels. All the ENPARD stakeholders, and some of their beneficiaries participated in the event, coupled with the Deputy Head of the EU Delegation as well as Deputy Minister of Agriculture.
- ECU prepared four new podcasts emphasizing various aspects of ENPARD
- OXFAM and its local partner Rural Communities Development Agency, RCDA organized a seminar "How to Support Small Farmers Cooperatives in Georgia", held at the Governors' premises in Mtskheta. Seminar participants included local municipal representatives from various regions, Mtskheta-Tianeti regional Governor, as well as the Independent Member of the Parliament from the region.
- OXFAM and its local partner ELKANA organized Farmers' Congress "Family Farming ensuring rural food security in the time of changing climate".
- The ECU has presented the ENPARD project at the regional centres of Justice in Gori and Sartichala to local farmers, teachers, municipal workers and NGOs.
- Two meetings of all the ENPARD stakeholder's PR offi-

cers were held at the ECU's premises to set up the coordination mechanism among all the ENPARD's beneficiaries.

APRIL

- ENPARD stakeholders organised over twenty field meetings with the farmers in various regions, whereby local farmers received information about the ENPARD and the grant opportunities for cooperatives.
- ELKANA organised seminar on food safety in Poti,
- Meeting of the ENPARD stakeholders' PR representatives at the hotel Ambassador in Tbilisi organized by the ECU, where following topics were discussed: Media Tours and success stories show cases; Podcasts; Upcoming Communications training, ENPARD Website

MAY

- OXFAM finalized field surveys of farmers, preliminary analysis of the collected data, with a set of very important conclusions are expected soon.
- Training of the ENPARD stakeholder's PR representatives at the hotel Ambassador in Tbilisi. Uniformed approach to the ENPARD PR strategy has been established.
- Media tour and seminar for the major national and regional media outlets in Adjara, with participation of the EU Delegation, MOA, UNDP and FAO representatives, 29-30 May.
- In Adjara UNDP established a network of agro service centers, UNDP is the ENPARD's partner organization. Locally network of agro service centers have been established, where farmers are eligible to receive all the possible services they might need, including portable laboratory analysis of soil, replacing old species of fruits and vegetable with new and improved varieties from Turkey, Spain or Japan, providing with compost, pesticides, etc. UNDP is also supporting the local Ministry of Agriculture of through agricultural development studies, drafting investment profile and providing investment promotion of the region.
- FAO started supporting the ministry of agriculture of Georgia to implement the newly drafted agricultural strategy of the country. For this purpose a separate, political department was established. FAO also supports informational centers of the ministry of agriculture by consulting and training. FAO aims to identify the most successful farmers and connect them with other farmers to share their knowledge and success.

UPCOMING EVENTS FOR JUNE:



Oxfam:

- Organisational development training for the consortium partners in Misaktsieli
- Capital investment component preparations; announcement of the expressions of interests
- Preparation of documentary video for awareness raising
- Ferrero working group meeting of hazelnut sector development
- Launch women economic leadership campaign.

People in need:

- Expert workshops in Imereti and Racha
- Baseline survey report finalization
- Market assessment continues
- External communication strategy plan development
- Data-base creation for media needs

Mercy Corps:

- Establishment of the Committee for screening grant applications from farmers cooperatives
- Introductory training for selected farmer groups concerning legal aspects of cooperation

Care :

- Training for pre-selected farmers groups (1st stage business-oriented farmers groups competition)
- Baseline survey
- Market research and mapping main economic stakeholders in target area
- GFA Chairwoman will visit France for a networking event organized through COPA-COGECA
- Consultancy for improving GFA capacities (organizational and financial) as an umbrella association for farmers and farmers groups